

Approved Audits/Applications committee 10/6/08

Organization Name: Missoula Convention and Visitors Bureau

Project Name: MP08/09: Joint Venture:
Meeting Planner Marketing & Trip

Application Completed by: Barbara Neilan, Executive Director

Approval Requested

 X **Final**

 Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

The Missoula CVB will participate with Glacier Country, the Whitefish CVB and the Flathead CVB in producing a Meeting Planner Guide for the Glacier Country Region, highlighting meetings facilities in western Montana. It will be distributed at meetings specific trade shows and presentations, as well as a fulfillment piece for print advertising inquiries. The CVBs will be contributing for printing costs of the guide.

The Missoula CVB will also participate with Glacier country, the Whitefish CVB and Flathead CVB in visiting the Carlson and Business Incentives offices in Minneapolis October 13 and 14, 2008. These meetings are to continue the effort to increase awareness of Western Montana as a meetings destination and to educate planners about all Western Montana has to offer to a meeting, convention or incentive group. A small leave behind gift will be presented to each attendee to serve as a reminder of our area. Each planner will also be provided with information packets containing travel guides, the meeting planner guide and maps. The CVBs will be contributing to the expense gift. This is the third year that the MCVB will participate in this trip. We believe that the repeated exposure of what our area has to offer to meeting planners will help book business.

Objectives:

Include the objectives from the narrative portion of your marketing plan that support this project.

A. Increase Room Nights By 3%. Although lodging sales for Missoula increased 33% between 2002-2007, the increase is less than either the Glacier Country Regional increase of 47% or the State increase of 42% over this same time period. Although the summer months average a 90+% occupancy, the months of December and January average as low as 40%, leaving Missoula with an annual average occupancy rate of 62.5-63.5%. During this time period three new motels have opened in Missoula adding 338 new rooms to Missoula's inventory. This summer a new extended stay motel will be added increasing that room count by another 101 rooms.

8. The MCVB will continue to market cooperatively with Travel Montana, Glacier Country Regional Tourism Commission, other tourism organizations and key non-profits and private businesses to promote Missoula to individual and group travelers, meeting planners, and key niche market travelers (such as cultural, winter, destination weddings, girlfriend getaways, etc.).

Refer to the portions of your marketing plan which support this project.

Marketing Goals: A.8.

How does this project support the Strategic Plan?

Goal 1: Increase four season revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors

1.1: Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans and track/report results.

- 1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions
- 1.1.b. Continue winter marketing
- 1.1.c. Attend consumer travel shows

1.2: Promote Montana to targeted groups and events, emphasizing off-peak season.

- 1.2.a. Amplify targeted sales and marketing to attract groups, meetings and conferences
- 1.2.e. Continue to target tour operators to bring group tours and packaged vacations to Montana.

1.3: Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts.

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached. No

Budget page must be attached for approval.

Project Budget:

All funds for this project are from accommodations tax.

Meeting Planner Trip:

Hotel	\$ 203.00
Gifts	\$ 200.00
Meals	\$ 72.00
Misc.	<u>\$ 75.00</u>

TOTAL for project \$ 550.00